

**Section I (Amendments to the Claims)**

Please cancel claim 17 and amend claim 31, as set out in the following listing of the claims 1-42 of the application.

1.-21. (Cancelled)

22. (Previously presented) A communications device for sending a message to a system for establishing a connection between a contact requester and at least one of a plurality of communications centers, the communications device comprising:

a display device for displaying a graphical user interface;

a first memory for storing a plurality of icons for display on said graphical user interface, wherein the plurality of icons is associated with services offered by at least one of the plurality of communication centers; and

a second memory for storing a plurality of destination identifiers associated with one or more of the plurality of icons; and

an update system for periodically updating at least one of the plurality of icons and/or the plurality of destination identifiers by means of a data transfer.

23. (Previously presented) The communications device of claim 22 further comprising

a third memory for storing a plurality of reference numbers associated with one or more of the plurality of destination identifiers.

24. (Previously presented) The communications device of claim 22 further comprising a update receiver for receiving at least one of the plurality of icons, the plurality of destination identifiers and/or the plurality of reference numbers.

25. (Previously presented) The communications device of claim 22 further comprising selection means for selecting one of the plurality of icons and thereby sending to the system a message.

26. (Previously presented) The communications device of claim 22, wherein the second memory stores at least one single destination number for establishing contact with the plurality of communications centers.

27. (Previously presented) The communications device of claim 22, wherein the second memory stores at least a stored number allowing establishment contact with a subscriber through the system.

28.-30. (Cancelled)

31. (Currently amended) The communication device according to claim 22, wherein at least one of the plurality of icons, the plurality of destination identifiers and/or the plurality of reference numbers is stored as an entry in a flash memory component and is adapted to be periodically ~~updateable~~ updated by means of an SMS, GPRS (General Packet Radio Services) or UMTS (Universal Mobile Telephone Services) data transfer.

32. (Previously presented) The communication device according to claim 31, wherein the entry is initially dormant and is adapted to be enabled by the contact requester subscribing to one of the services.

33. (Previously presented) A communications system for establishing a connection between a contact requester and one or more of a plurality of communications centers, the communications system comprising:

- a message receiver for accepting a message and a contact number from a mobile station;
- a parser for parsing the message and identifying one or more identifiers in the message, including a destination identifier;

- a connector adapted to use the destination identifier and the contact number to first attempt to automatically establish a first telephonic connection between the connector and a requested one of the plurality of communications centers and subsequently establish a second telephonic connection between the connector and the contact requester, thus establishing a complete connection between the contact requester and the requested one of the plurality of communication centers, wherein at least one of the establishment of the first telephonic

connection or the establishment of the second telephonic connection between the connector and the contact requester is repeatable until the complete connection is established,

a communications device for sending a message to said system, wherein the communications device comprises:

a first memory for storing data associated with a plurality of icons for display on said graphical user interface,

a second memory for storing a plurality of destination identifiers associated with one or more the plurality of icons, wherein the plurality of icons are associated with services offered by at least one of the plurality of communications centers; and

an update system for periodically updating at least at least one of the plurality of icons or the plurality of destination identifiers by means of data transfer.

34. (Previously presented) The connection system according to claim 33, further comprising:

a look-up table having a list of the plurality of communications centers and a correlated list of destination identifiers,

whereby the connector is adapted to use the look-up table to establish the requested one of the plurality of communications centers from the destination identifier.

35. (Previously presented) The communication system according to claim 33, further comprising:

a request queuer for queuing in a queue attempts to establish the connection between the contact requester and the requested ones of the plurality of communications centers.

36. (Previously presented) The communication system according to claim 33, wherein the connector establishes a telephone connection between the contact requester and a staff member at the requested one of the plurality of communications centers.

37. (Previously presented) The communication system according to claim 33, wherein the connector passes to the requested one of the plurality of communications centers at least one of the one or more destination identifiers.

38. (Previously presented) The communication system according to claim 33, wherein the connector passes to the requested one of the plurality of communications centers at least the contact number.

39. (Previously presented) The communication system according to claim 33, wherein the message is in either a text format, an audio format, a video format or an image format.

40. (Previously presented) The communication system according to claim 33 further including at least one timer for timing the length of time required to establish the communications center connection.

41. (Previously presented) The communication system according to claim 33, wherein the request queuer places the request at the bottom of the queue if a contact requester connection between the connector and the contact requester cannot be established.

42. (Previously presented) The communication system according to claim 33, the connection system further including a list of staff members at the plurality of communications centers to whom requests may currently be sent.